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EXAMINER
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LEE, KWOK W

ART UNIT	PAPER NUMBER
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2195

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03/03/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

Application No.

10/757,918

Applicant(s)

WATANABE, HIROSHI

Examiner

KWOK W. LEE

Art Unit

2195

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 27 December 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-30 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-30 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 15 January 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. Claims 1-30 are pending in this application.

#### ***Claim Rejections - 35 USC § 102***

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-6, 8-13, 15-18, 20-27 and 29-30 are rejected under 35 U.S.C. 102(b) as being anticipated by Freiburger et al (US 2002/0003506).

4. As per claim 1, Freiburger teaches the invention as claimed including an information distribution system wherein a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2), and a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) are interconnected over a network (System 200, see figure 2), wherein:

said display information transmitting apparatus comprises:

display information transmitting means (Paragraph [0054], lines 12-14, 25 28 and paragraph [0083] line 3) for transmitting display information (Content Data 350,

see paragraph [0061], lines 1-7) to the terminal apparatus upon reception of a display information transmission request (Paragraph [0069], lines 3-14) transmitted from the terminal apparatus; and

transmitting display information storage means (Paragraph [0054], lines 1-10) for storing the display information,

said schedule transmitting apparatus comprises:

transmission schedule storage means (Paragraph [0054], lines 1-10) for storing a schedule table that lists a plurality of schedules (Content Data Scheduling Instructions 322, see figure 3B) comprising of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to start displaying the display information, an address (Paragraph [0066], lines 7-12) that identifies the display information, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to end displaying the display information and/or a display period that specifies a time duration for displaying the display information;

selecting means (Paragraph [0063], lines 15-23) for selecting a first schedule by retrieving, from the schedule table, a schedule whose display start time is close to a time of day received from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time, this would include a time that is "close" to a time of day received from the terminal apparatus) that is, upon reception of the time of day from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a

particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand); and

schedule transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083], showing a package file containing schedule information as explained by paragraph [0080], lines 26-28) for transmitting the first schedule selected by the selecting means to the terminal apparatus; and

said terminal apparatus comprises:

display means (Paragraph [0054], lines 1-7) for displaying the display information;

an internal clock (Paragraph [0088], lines 9-12) for giving a lapse of time;

screen saver (Paragraph [0010], lines 9-12) for displaying a given image on the display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or longer;

time of day transmitting means (Paragraph [0054], lines 12-14, 25-28) for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and the display end time is getting close (Paragraph [0088], particularly lines 8-12 refer to step 408 in figure 4, showing transmission of an update request by the content display system as explained at Paragraph [0068], lines 19-24, when the internal clock time is equal to the schedule time, indicative of when old display content is to be ended, shown at paragraph [0040], lines 3-9, with regards to "stale" content; and inherently transmitting the time of the internal clock to the content providers in the sense that a connection is

made to the content providers, signaling that it is the time to perform an update, as shown in paragraph [0090]);

schedule receiving means (Paragraph [0054], lines 12-14, 25-28) for receiving the first schedule from the schedule transmitting apparatus;

schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) for storing the first schedule received by the schedule receiving means;

display information transmission request transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting a display information transmission request to the display information transmitting apparatus with reference to the address listed in the first schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the schedule storage means (Paragraph [0088], particularly lines 8-12 refer to step 408 in figure 4, showing transmission of an update request by the content display system as explained at Paragraph [0068], lines 19-24, when the internal clock time is equal to the schedule time, indicative of when old display content is to be ended and for new content to be started; and inherently transmitting the time of the internal clock to the content providers in the sense that a connection is made to the content providers, representing the time to perform an update, as shown in paragraph [0090]);

display information receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving the display information from the display information transmitting apparatus; and

display control means (Paragraph [0080], lines 30-35) for displaying the display information received by the display information receiving means on the display means,

wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant (Paragraph [0038], lines 7-13, showing updating of display information by content providers and Paragraph [0054] describes the content providers as being implemented as PC's).

5. As per claim 2, Freiburger teaches the invention as claimed including the information distribution system as claimed in claim 1, wherein:

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) further comprises schedule rewriting means (Paragraph [0085], lines 6-12) for rewriting the first schedule (Content Data Scheduling Instructions 322, see figure 3C) stored in said schedule storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with a second (Content Data Scheduling Instructions 322, see figure 3B) received by said schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3), when a different portion between the first schedule and the second schedule is determined by said terminal apparatus (Paragraph [0092], lines 14-18);

6. said time of day transmitting means transmits the time of day given by the internal clock (Paragraph [0088], lines 9-12) to the schedule transmitting apparatus (Content Provider 2, see figure 2) at a predetermined interval during the display period when said display information (Content Data 350, see paragraph [0061], lines 1-7) is displayed (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred); and

said schedule rewriting means rewrites the first schedule with the second schedule, when a different portion between the first schedule and the second schedule is determined by said terminal apparatus (Paragraph [0085], lines 1-12) at the time when the second schedule received by said schedule receiving means is transmitted from said schedule transmitting apparatus based on the time of day transmitted to said schedule transmitting apparatus at said predetermined interval (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred).

7. As per claim 3, Freiburger teaches the invention as claimed including the information distribution system as claimed in claim 2, wherein:



said schedule rewriting means (Paragraph [0085], lines 6-12) rewrites the first schedule with the second schedule (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3), when either said display end time or said display period (Paragraph [0063], lines 15-23) is different determined by the terminal apparatus (Paragraph [0085], lines 1-12, note that when determining whether or not the contents of a package file are present for rewriting, it is inherent that this includes scanning for different display end times or display times in the schedule received).

8. As per claim 4, Freiburger teaches the invention as claimed including the information distribution system as claimed in claim 1, wherein: said terminal apparatus further comprises display information storage means (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) for storing display information (Content Data 350, see paragraph [0061], lines 1-7) displayed on said display means.

9. As per claim 5, Freiburger teaches the information distribution system as claimed in claim 1, further comprising:

schedule correcting means (Paragraph [0085], lines 1-12) interconnected to said terminal apparatus (User 1 also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6), and said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for correcting the

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schedule (Content Data Scheduling Instructions 322, see figure 3B) stored in said transmission schedule storage means (Paragraph [0054], lines 1-10) or display information (Content Data 350, see paragraph [0061], lines 1-7) stored in said transmitting display information storage means (Paragraph [0054], lines 1-10).

10. As per claim 6, Freiburger teaches the information distribution system as claimed in claim 1, wherein:

said display information (Content Data 350, see paragraph [0061], lines 1-7) is related to a television or radio program (Paragraph [0026], lines 5-16) that is on the air during the display period when the display information is displayed on the display means (Paragraph [0026], lines 8-9).

11. As per claim 8, Freiburger teaches the invention as claimed including the information distribution system as claimed in claim 1, wherein:

said terminal apparatus (User 1 also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) further comprises last display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating the display information displayed at said display means when an operation by a user is carried out while displaying said last display information (Paragraph [0108], lines 13-27); and

said display information transmitting apparatus further comprises counting means (Paragraph [0108], lines 13-22) for counting the transmissions of said display information and transmitting the count as another display information when the last display information is transmitted from said terminal apparatus.

12. As per claim 9, Freiburger teaches the invention as claimed including the information distribution system as claimed in claim 1, wherein:

a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B) is stored in said transmission schedule storage means (Paragraph [0054], lines 1-10); and

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) further comprises schedule table selecting means (Paragraph [0024], lines 13-23) for selecting a schedule table to which the schedule to be transmitted by said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2) belongs.

13. As per claim 10, Freiburger teaches the invention as claimed including a terminal apparatus (Content Display System 203a, see figure 2) interconnected with a display information transmitting apparatus (Content Providing System 202a, see figure 2) for transmitting display information (Content Data 350, see paragraph [0061], lines 1-7) and a schedule transmitting apparatus (Content Providing System 202b, see figure 2) for transmitting a schedule over a network (System 200, see figure 2), comprising:

display means (Paragraph [0054], lines 1-7) for displaying the display information (Content Data 350, see paragraph [0061], lines 1-7);

an internal clock (Paragraph [0088], lines 9-12) for giving a lapse of time;

a screen saver (Paragraph [0010], lines 9-12) for displaying a given image on the display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or longer;

time of day transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and when the time of day to end displaying the given image is close (Paragraph [0088], lines 8-12 and paragraph [0066], lines 15-25, note that the time included in the update schedule has a relative time close to the end of a given image);

schedule receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving a first schedule (Content Data Scheduling Instructions 322, see figure 3B) comprising of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to start displaying the display information, an address (Paragraph [0066], lines 7-12) that identifies the display information, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to end displaying the display information and/or a display period that specifies a time duration required to display the display information;

schedule storage means (Paragraph [0054], lines 1-10) for storing the first schedule received by the schedule receiving means;

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display information transmission request transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting a display information transmission request (Paragraph [0069], lines 3-9) to the display information transmitting apparatus with reference to the address listed in the first schedule when the time of day given by the internal clock reaches the display start time listed in the first schedule stored in the schedule storage means (Paragraph [0066], lines 1-20);

display information receiving means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for receiving the display information from the display information transmitting apparatus (Paragraph [0069], lines 10-14); and

display control means (Paragraph [0080], lines 30-35) for displaying the display information received by the display information receiving means on the display means,

wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant (Paragraph [0038], lines 7-13, showing updating of display information by content providers and Paragraph [0054] describes the content providers as being implemented as PC's).

14. As per claims 11-13, they're terminal apparatus claims of claims 2-4; therefore, they're rejected for the same reasons

15. As per claim 15, Freiburger teaches the invention as claimed including the terminal apparatus as claimed in claim 11, further comprising:

a last display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating the display information displayed at said display means when an operation by a user is carried out while displaying said display information (Paragraph [0108], lines 13-32).

16. As per claim 16, Freiburger teaches the invention as claimed including a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) interconnected with a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) and a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) for transmitting display information (Content Data 350, see paragraph [0061], lines 1-7) to the terminal apparatus over a network (System 200, see figure 2), comprising:

transmission schedule storage means (Paragraph [0092], lines 14-18) for storing a schedule table that lists a plurality of schedules (Content Data Scheduling Instructions 322, see figure 3B) each of which is composed of a set of a display start time (Paragraph [0063], lines 15-23) that specifies a time of day to start displaying the display information, a display end time (Paragraph [0063], lines 15-23) that specifies a time of day to end displaying the display information, a display period (Paragraph [0063], lines 15-23) that specifies a time duration required to display the display

information on a display means (Paragraph [0054], lines 1-7) mounted to the terminal apparatus and an address (Paragraph [0066], lines 7-12) that identifies the display information;

retrieval means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for retrieving, from the schedule table (Scheduling Instructions 322), a schedule display start time of which is close to a time of day transmitted from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data can be tailored to a particular clock time, this would include a time that is close to a time of day received from the terminal apparatus), upon reception of the time of day from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand); and

schedule transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the schedule retrieved by the retrieval means to the terminal apparatus,

wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant (Paragraph [0038], lines 7-13, showing updating of display information by content providers and Paragraph [0054] describes the content providers as being implemented as PC's).

17. As per claim 17, Freiburger teaches the invention as claimed including the schedule transmitting apparatus as claimed in claim 16, wherein:

said transmission schedule storage means (Paragraph [0054], lines 1-10) stores a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B).

18. As per claim 18, Freiburger teaches the invention as claimed including a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) connected with a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) over a network (System 200, see figure 2), comprising:

transmitting display information storage means (Paragraph [0054], lines 1-10) for storing display information (Content Data 350, see paragraph [0061], lines 1-7) to be transmitted to the terminal apparatus (Paragraph [0069], lines 10-14); and

display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting the display information stored in the transmitting display information storage means to the terminal apparatus upon reception of a display information transmission request (Paragraph [0069], lines 3-9) transmitted from the terminal apparatus with reference to an address,

wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant (Paragraph [0038], lines 7-13, showing updating of display information



by content providers and Paragraph [0054] describes the content providers as being implemented as PC's).

19. As per claim 20, it is an apparatus claim of claim 6; therefore, it is rejected for the same reason.

20. As per claim 21, Freiburger teaches the invention as claimed including the display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) as claimed in claim 18, further comprising:

counting means (Paragraph [0108], lines 5-27) for counting transmissions of said display information and transmitting the count as another display information based on the last display information transmitted from said terminal apparatus based on the last display information designating the display information displayed on said display means.

21. As per claim 22, Freiburger teaches the invention as claimed including an information distribution method adaptable to an information distribution system configured by interconnecting a terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), a display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) and a schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) over a network (System 200, see figure 2), comprising the steps of:

allowing the terminal apparatus to transmit a time of day given by an internal clock (Paragraph [0088], lines 9-12), which gives a lapse of time (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day and a lapse of time from a terminal apparatus had occurred), to the schedule transmitting apparatus, while displaying a given image on display means when an operation to the terminal apparatus by a user is suspended for a certain period of time or longer (Paragraph [0010], lines 9-12);

allowing the schedule transmitting apparatus to, upon reception of the time of day (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand) from the terminal apparatus, transmit a first schedule to the terminal apparatus by retrieving, from schedules comprising a set of a display start time that specifies a time of day to start displaying the display information, a display end time that specifies a time of day to end displaying the display information (Paragraph [0063], lines 15-23), a period (Paragraph [0063], lines 15-23) that specifies a time duration required to display the display information (Content Data 350, see paragraph [0061], lines 1-7) and an address (Paragraph [0066], lines 7-12) that identifies the display information, whose display start time is close to the time of day transmitted from the terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time,

this would include a time that is close to a time of day received from the terminal apparatus);

allowing the terminal apparatus to, upon reception of the first schedule, store the first schedule in a recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9), while transmitting a display information transmission request to the display information transmitting apparatus with reference to the address (Paragraph [0066], lines 7-12) listed in the first schedule when the time of day given by the internal clock reaches the display start time listed in the first schedule stored in the recording medium (Paragraph [0066], lines 15-25);

allowing the display information transmitting apparatus to, upon reception of the display information transmission request, transmit the display information to the terminal apparatus (Paragraph [0069], lines 10-14); and

allowing the terminal apparatus to, upon reception of the display information from the display information transmitting apparatus, display the received display information on the display means (Paragraph [0054], lines 1-7).

wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant (Paragraph [0038], lines 7-13, showing updating of display information by content providers and Paragraph [0054] describes the content providers as being implemented as PC's).

22. As per claim 23, Freiburger teaches the invention as claimed including the information distribution method as claimed in claim 22, wherein:

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) transmits the time of day given by the internal clock (Paragraph [0088], lines 9-12) to the schedule transmitting apparatus at a predetermined interval during display period when said display information is displayed (Paragraph [0063], lines 15-23, paragraph [0089], lines 3-8 and Block 408, see figure 4, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a transmission of a time of day of the internal clock from the terminal apparatus had occurred);

said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6) retrieves a second schedule (Content Data Scheduling Instructions 322, see figure 3B) by receiving the time of day (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time on a particular day for when a content is to be displayed or not, it is inherent that a reception of a time of day from a terminal apparatus had occurred beforehand) transmitted by said terminal apparatus, and transmits to the terminal apparatus the second schedule which has a start time close to the time of day transmitted by said terminal apparatus (Paragraph [0063], lines 15-23, note that since the content data is tailored to a particular clock time, this would include a time that is close to a time of day

received from the terminal apparatus and it is inherent that the schedule will be transmitted back to the terminal apparatus); and

· said terminal apparatus receives the second schedule transmitted by said schedule transmitting apparatus, and rewrites the first schedule stored in the recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) with the second schedule (Paragraph [0085], lines 6-12), when a different portion between the first schedule and then second schedule is determined by the terminal apparatus (Paragraph [0092], lines 14-18).

23. As per claim 24, is a method claim of claim 3; therefore, it is rejected for the same reason

24. As per claim 25, Freiburger teaches the invention as claimed including the information distribution method as claimed in claim 22, wherein:

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) records to the recording medium (Paragraph [0054], lines 1-10 and paragraph [0079], lines 1-9) the display information (Content Data 350, see paragraph [0061], lines 1-7) transmitted by said display information by said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3).

25. As per claim 26, Freiburger teaches the invention as claimed including the information distribution method as claimed in claim 22, further comprising:

schedule correcting means (Paragraph [0085], lines 1-12) interconnected to said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software), said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6), and said display information transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for correcting either the schedule to be transmitted by said schedule transmitting apparatus or display information to be transmitted by said display information transmitting apparatus (Paragraph [0085], lines 6-12).

26. As per claim 27, it is a method claim of claim 6; therefore, it is rejected for the same reason.

27. As per claim 29, Freiburger teaches the invention as claimed including the information distribution method as claimed in claim 22, wherein:

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) transmits to said display information transmitting apparatus (Content Provider 1 or Content Providing System 202a, see figure 2) the last display information designating display information displayed at said display means (Paragraph [0054], lines 1-7) when an operation by a user is

carried out while displaying said display information (Paragraph [0108], lines 13-27);  
and

said display information transmitting apparatus counts the transmissions of said display information and transmits the number as another display information based on the last display information transmitted from said terminal apparatus (Paragraph [0108], lines 5-22).

28. As per claim 30, Freiburger teaches the invention as claimed including the information distribution method as claimed in claim 22, wherein:

a plurality of schedule tables (Content Data Scheduling Instructions 322, see figure 3B) is stored in the recording medium (Paragraph [0054], lines 1-10) equipped to said schedule transmitting apparatus (Content Provider 2 or Content Providing System 202a, see figure 2 and paragraph [0024], lines 1-6); and

said terminal apparatus (User 1, also known as Content Display System 203a, see figure 2, or referred to as the "attention manager" software) selects a schedule table to which the first schedule to be transmitted by said schedule transmitting apparatus belongs (Step 409, see figure 4).

### ***Claim Rejections - 35 USC § 103***

29. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

30. Claims 7, 14, 19 and 28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Freiburger et al (US 2002/0003506) in view of Rakavy et al (US 5,913,040).

31. As per claim 7, Freiburger does not teach the invention as claimed including the information distribution system wherein:

said display information transmitting means further comprises an encryption means for encrypting display information; and

said terminal apparatus further comprises decryption means for decrypting the encrypted display information encrypted by the said encryption means.

32. The Rakavy reference teaches a method of presenting individualized advertisement items on a computer and teaches the desirability of having encryption and decryption methods in the form of public key encryption and digital signatures for information that may be sensitive in nature (Column 15, lines 14-21).

33. It would have been obvious at the time of the invention was made to a person having ordinary skill in the art to which said subject matter pertains to have modified the display method of Freiburger to provide an encryption means for the display information transmitting means of the content provider for encrypting display information and a



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decryption means for the content display system for decrypting the encrypted display information from the content provider. This comes from the fact that contents transmitted from the content provider to be display can contain sensitive information such as account numbers, emails and addresses. A means for encryption and decryption provides for security of information that should be safeguarded.

35. As per claim 14, it is a terminal apparatus version claim of claim 7; therefore, it is rejected for the same reason.

36. As per claim 19, it is a display information transmitting apparatus version claim of claim 7; therefore, it is rejected for the same reason.

37. As per claim 28, it is a method claim of claim 7; therefore it is rejected for the same reason as claim 7.

### ***Response to Arguments***

38. Applicant's arguments filed on 12/27/2007 regarding claims 1-30 have been fully considered but they are not persuasive.

39. Applicant argue in the remark that

1) Freiburger and Rakavy, fails to teach "wherein the display information is capable of being updated by a respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant", as recited in claim 1.

2) Freiburger's content data system transmits only content data to a terminal apparatus in contrast with Applicant's claimed schedule transmitting means for transmitting the first schedule selected by the selecting means to the terminal apparatus.

3) Freiburger fails to teach the terminal apparatus comprising time of day transmitting means for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and when the display end time is getting close.

4) Freiburger fails to teach that the display start time as a particular event.

5) Freiburger fails to teach sending a request upon the occurrence of the event.

6) Freiburger fails to teach the terminal transmits request to the display information transmitting apparatus with reference to the address listed in the first schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the schedule storage means, as claimed by Applicant.

40. Examiner respectively disagreed with applicant's arguments.

As to point 1), the Freiburger et al, referring to paragraphs 3 and 4 of this office action, teaches "wherein the display information is capable of being updated by a

respective one of a plurality of updating apparatuses comprising a PC, a mobile phone, and a Personal Digital Assistant," at Paragraph [0038], lines 7-13, showing updating of display information by content providers and Paragraph [0054] describes the content providers as being implemented as PC's.

As to point 2), the Freiburger reference also does teach the limitation "schedule transmitting means for transmitting the first schedule selected by the selecting means to the terminal apparatus," at paragraph [0080], particularly lines 26-28, regarding to a package file, showing that schedule information is transmitted along with content data.

As to point 3), Freiburger shows at paragraph [0088], both limitations of "time of day transmitting means for transmitting the time of day given by the internal clock to the schedule transmitting apparatus when the given image is displayed on the display means and when the display end time is getting close," as addressed above regarding claim 1.

As to points 4) to 6), the cited portion used has been updated to Paragraph [0088], particularly lines 8-12 refer to step 408 in figure 4, showing transmission of an update request by the content display system as explained at Paragraph [0068], lines 19-24, when the internal clock time is equal to the schedule time, indicative of when old display content is to be ended and for new content to be started; and inherently transmitting the time of the internal clock to the content providers in the sense that a

connection is made to the content providers, representing the time to perform an update, as shown in paragraph [0090].

As to point 6), Freiburger additionally shows display information transmission request transmitting means (Paragraph [0054], lines 12-14, 25-28 and paragraph [0083] line 3) for transmitting a display information transmission request to the display information transmitting apparatus with reference to the address listed in the first schedule when the time of day given by the internal clock reaches the display start time listed in the schedule stored in the schedule storage means (Paragraph [0088], particularly lines 8-12 refer to step 408 in figure 4, showing transmission of an update request by the content display system as explained at Paragraph [0068], lines 19-24, when the internal clock time is equal to the schedule time, indicative of when old display content is to be ended and for new content to be started; and inherently transmitting the time of the internal clock to the content providers in the sense that a connection is made to the content providers, representing the time to perform an update, as shown in paragraph [0090]). This refers to paragraphs 3-4 of this office action.

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within

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TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KWOK W. LEE whose telephone number is (571)270-3557. The examiner can normally be reached on Mon - Thu and alternate Fridays 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Meng An can be reached on 571-272-3756. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/K. W. L./

Examiner, Art Unit 2195



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